

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>COURSE CHANGE REQUEST</b> <b>Undergraduate Programs</b>		UUPC Approval <u>12/01/25</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Management Programs  College Business		
<b>Current Course Prefix and Number</b> MAN 4720		<b>Current Course Title</b> Global Strategy and Policy	
<i>Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
<b>Change title to:</b>  <b>Change prefix</b> From:                      To:  <b>Change course number</b> From:                      To:  <b>Change credits*</b> From:                      To:  <b>Change grading</b> From:                      To:  <b>Change WAC/Gordon Rule status**</b> Add <input type="checkbox"/> Remove <input type="checkbox"/>  <b>Change General Education Requirements***</b> Add <input type="checkbox"/> Remove <input type="checkbox"/>		<b>Change description to:</b>          <b>Change prerequisites/minimum grades to:</b>  Grade of "C" or better in FIN 3403, GEB 3213, MAN 3025, MAN 3506, and MAR 3023  <b>Change corequisites to:</b>     <b>Change registration controls to:</b>  Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
<b>Effective Term/Year for Changes:</b> Summer 2026		<b>Terminate course? Effective Term/Year for Termination:</b>	
<b>Faculty Contact/Email/Phone</b> Gary Castrogiovanni / castrogi@fau.edu / 561-297-2523			
<b>Approved by</b> Department Chair _____ <i>Ethlyn Williams</i> College Curriculum Chair _____ <i>M. A. S. Higgs</i> College Dean _____ <i>Korey Sorge</i> UUPC Chair _____ <i>Dan Meeroff</i> Undergraduate Studies Dean _____ UFS President _____ Provost _____		<b>Date</b> _____ <u>11/4/2025</u> _____ <u>11/17/2025</u> _____ <u>11-19-25</u> _____ <u>12/01/25</u> _____ <u>12/01/25</u> _____ _____	

Email this form and syllabus to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.



## FLORIDA ATLANTIC UNIVERSITY

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**MAN 4720-031 12874**

**Global Strategy and Policy**

**Date:** Tuesday 2:00 PM - 4:50 PM

**Building:** Liberal Arts Bldg Davie **Room:** 139

**3 Credit(s)**

**Fall 2026 - 3 Second Half Term**

### Instructor Information

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Yannick Thams

**Email:** ythams@fau.edu

**Office:** Davie Campus - Liberal Arts Building, Room 452

**Office Hours:** Tuesday from 12pm to 2pm - or by appointment - please email me to take a virtual/phone appointment (or a face to face meeting in my office). I am available on zoom or via the phone.

### Course Description

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Global Strategy and Policy

Prerequisites: Senior standing and grade of "C\-" or better in FIN 3403, GEB 3213, MAN 3025, MAN 3506, ~~and MAR 3023, and QMB 3600~~

The course's primary aim is to equip students with the perspective of a general manager and the strategic thinking skills that are vital for organizations to establish and maintain a competitive position. This entails a comprehensive analysis of both external (global and local) and internal organizational environments to formulate and execute functional, business and corporate-level strategies aimed at ensuring superior organizational performance.

MAN4720 is the final required core class in the College of Business curriculum. The course's primary aim is to equip students with the perspective of a general manager and the strategic thinking skills that

are vital for organizations to establish and maintain a competitive position. This entails a comprehensive analysis of both external (global and local) and internal organizational environments to formulate and execute functional, business, and corporate-level strategies aimed at ensuring superior organizational performance. The course requires leveraging prior knowledge from foundational courses including economics, finance, accounting, marketing, and operations management. Crucially, it underscores the importance of understanding and contributing to an organization's overall strategy for professional success across a wide range of roles internal and external to an organization.

## Prerequisites/Corequisites

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**Prerequisite(s): All of the following:**

- MAR 3023 Graduate / Undergraduate (Minimum Grade of C)
- FIN 3403 Graduate / Undergraduate (Minimum Grade of C)
- ~~OMB 3600 Graduate / Undergraduate (Minimum Grade of C)~~
- MAN 3025 Graduate / Undergraduate (Minimum Grade of C)
- MAN 3506 Graduate / Undergraduate (Minimum Grade of C)
- GEB 3213 Graduate / Undergraduate (Minimum Grade of C)

## Instructional Method

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### **Mixed Online and Classroom**

50%-79% of the course is delivered online. (Hybrid)

## Required Texts/Materials

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### **Strategic Management: Text & Cases (RRMCG)**

**ISBN:** 9781264124329

**Publisher:** McGraw-Hill

**Edition:** 11th

### **Strategic Management: Text and Cases**

**ISBN:** 9781264798421

**Publisher:** McGraw-Hill

**Edition:** 11th

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## **Course Objectives/Student Learning Outcomes**

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1. Learn the foundational elements of strategy and how they form a coherent framework for understanding an organization's overall strategy.
2. Develop strategic thinking.
3. Evaluate the competitive position of a firm in its present and future business context.
4. Develop the capacity to formulate robust strategies in traditional and entrepreneurial settings.
5. Communicate strategic content effectively.

## **Faculty Rights and Responsibilities**

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Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

## **Disability Policy**

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In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).

## Course Evaluation Method

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Your final grade will be calculated based on the following components:

- News Flash Assignment: 10 points
- Final Group Project: 20 points
- Porter Individual Assignment: 8 points
- Discussion Forum Activities: 12 points
- Class participation: 5 points
- Exam 1: 22.5 points
- Exam 2: 22.5 points

Total: 100 points

The expectations for each graded activity and component will be provided by the professor.

## Code of Academic Integrity

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Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

## Attendance Policy Statement

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Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence,

ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

## Religious Accommodation Policy Statement

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In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at [www.fau.edu/regulations](http://www.fau.edu/regulations).

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

## Time Commitment Per Credit Hour

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For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out- of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

## Course Grading Scale

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Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%

Letter Grade	Letter Grade
F	Below 60

## Grade Appeal Process

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You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

## Policy on Make-up Tests, Late work, and Incompletes

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Incomplete: grades of Incomplete ("I") are reserved for students who are passing the course but have not completed all the required work because of exceptional circumstances.

**Attendance and Timeliness:** Papers and assignments are due according to the schedule set in the course calendar and in canvas. Late papers and assignments will NOT be accepted.

Please note that students will not be penalized for absences due to participation in University-approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities. Reasonable accommodation will also be made for students participating in a religious observance.

## Special Course Requirements

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This course abides by university policies. In particular, please note the following:

### 1. Academic dishonesty:

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and

Individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

### **A NOTE ON PLAGIARISM**

Plagiarism takes many forms, including but not limited to:- Direct copying (including 3 words in a row) without using quotations. - Failure to use citations when an idea is not yours- Copying material without quotation marks is always plagiarism, even if you cite the source.- Providing references in the reference section without using citations is still plagiarism.

As a student, you are required to be aware of all types of plagiarism. For example, you must cite the textbook where you paraphrase a definition or concept from it. Failure to paraphrase and/or cite correctly your sources can result in dismissal from the class and the University. Saying you worked on a project together and used the same references is not an excuse. Everyone must turn in their own individual paper which follows the correct APA formatting including proper referencing. If you are unsure about correct ways to paraphrase concepts and definitions, contact the campus academic advisor, or the Business Communications Department on the Boca Raton campus, for further assistance.

**Anti-plagiarism Software:** Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

### **2. Class behavior:**

You must treat everybody in the class with respect. This includes disparaging remarks about comments made by other students during online discussions.

## **Policy on the Recording of Lectures**

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Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject.

Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited.

Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.



## AI Language Specific To This Course

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### Discussion forum activities, news flash assignment, and porter assignment:

The use of Artificial Intelligence is prohibited for these assignments since your work should reflect your own thoughts and reflections about the course and the materials.

### Final group project:

If you use ANY type of AI software for ANY purpose to work on the group project (e.g., generating images, inspiring ideation, refining/rewording/structuring text, formatting your reference list, etc.), you need to disclose it at the end of the assignment in a section titled “AI USE DISCLOSURE.” In this section, you need to include a table (see below) outlining the specific section of the assignment where AI is used, the software utilized, the intended purpose, the specific manner of application, and the exact prompts you employed to guide the software. Be advised that FAU has purchased a license to a plagiarism detection software (such as Turnitin) for detecting AI use.

In general, do not trust anything AI says as AI is known to “hallucinate” (i.e., make things up). If it gives you a number or a fact, assume that it is wrong unless you either know the answer or can check in with another source. You will be responsible for any errors or omissions provided by AI. Typically, AI works best for topics you know and understand.

## Counseling and Psychological Services (CAPS) Center

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Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU’s Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

## Student Support Services and Online Resources

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- [Center for Learning and Student Success \(CLASS\)](#)
- [Counseling and Psychological Services \(CAPS\)](#)
- [FAU Libraries](#)
- [Office of Information Technology Helpdesk](#)
- [Center for Global Engagement](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Student Accessibility Services](#)

- [Student Athlete Success Center](#)
- [\(SASC\) Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)

### **The Center for Teaching and Learning (CTL)**

The CTL has a variety of FREE TUTORING and other academic support services to help you succeed in your courses. You are encouraged to build your academic support team early in the term and meet with your team regularly. At the CTL, you can practice difficult course content, develop skills, and learn academic success strategies -- in person and online. Learn more about FAU academic support at [www.fau.edu/ctl](http://www.fau.edu/ctl).

### **Artificial Intelligence Preamble**

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FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [\[Policy 12.16 Artificial Intelligence\]](#)

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the [Florida Atlantic Code of Academic Integrity , Regulation 4.001](#).

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit <https://fau.edu/ai/citation>

## Course Schedule

Week 1	Welcome, Introduction, Syllabus, Expectations Creation of Groups Sign-up for a group Discussion Forum 0
	Chapter 1: Strategic Management: Creating Competitive Advantage
Week 2	Chapter 2: Analyzing the External Environment of the Firm Discussion Forum 1 Send 3 companies' choice (for final group project)
	Chapter 3: Analyzing the Internal Environment of the Firm? News Flash Assignment – Group 1 (chapter 3) Discussion Forum 2
Week 3	Chapter 4: Recognizing a Firm's Intellectual Assets
Week 4	Chapter 5: Business-Level Strategy News Flash Assignment – Group 2 (chapter 5) Discussion Forum 3 Study Guide for Exam #1
	Chapter 6: Corporate-Level Strategy News Flash Assignment – Group 3 (chapter 6) Discussion Forum 4 EXAM #1
Week 5	Chapter 7: International Strategy News Flash Assignment – Group 4 (chapter 7) Discussion Forum 5
Week 6	Chapter 10 Chapter 11: Strategic Leadership Study Guide for Exam #2
	News Flash Assignment – Group 5 (chapter 11)
Week 7	Chapter 12: Managing Innovation and Fostering Corporate Entrepreneurship News Flash Assignment – Group 6 (chapter 12) Group Projects Final Review Discussion Forum 6
Week 8	Wrap-Up & Conclusion Final Group Projects Presentations Feedback of peers on Group Projects Exam 2

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at <https://www.fau.edu/ocr9/title-ix/>. You may also contact Victim Services at [victimservices@fau.edu](mailto:victimservices@fau.edu) or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.